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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/598,110	08/17/2006	Megumi Itoh	70404.111/ha	1135
54072	7590	03/17/2010	EXAMINER	
SHARP KABUSHIKI KAISHA C/O KEATING & BENNETT, LLP 1800 Alexander Bell Drive SUITE 200 Reston, VA 20191			SPAR, ILANA L	
		ART UNIT	PAPER NUMBER	
		2629		
		NOTIFICATION DATE	DELIVERY MODE	
		03/17/2010	ELECTRONIC	

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Advisory Action Before the Filing of an Appeal Brief	Application No.	Applicant(s)
	10/598,110	ITOH ET AL.
	Examiner	Art Unit
	ILANA SPAR	2629

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 03 March 2010 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

- a) The period for reply expires 6 months from the mailing date of the final rejection.
- b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because

- (a) They raise new issues that would require further consideration and/or search (see NOTE below);
- (b) They raise the issue of new matter (see NOTE below);
- (c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
- (d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. Applicant's reply has overcome the following rejection(s): _____.

6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____.

Claim(s) objected to: _____.

Claim(s) rejected: 22-41.

Claim(s) withdrawn from consideration: _____.

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because:
See Continuation Sheet.

12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____

13. Other: _____.

/Bipin Shalwala/
Supervisory Patent Examiner, Art Unit 2629

Continuation of 11. Applicant argues that Yahara et al. fails to teach the limitations of claim 22, arguing that the HUD display does not constitute an instrument panel image display device, and does not display a plurality of gauge images. However, as explained in paragraph 41, the HUD image can display simultaneously both a temperature gauge and a speed gauge, as shown in drawing 14. The HUD display is not limited solely to the embodiment shown in Figure 10. These items which are displayed do form a menu image, contrary to what Applicant is arguing; however, there is no mention in the claim that menu items must be shown. Rather, the claim only specifies that a plurality of gauge images are shown on a display, which is taught by Yahara et al. Applicant further argues that the image data is not changed. Yahara et al. teaches that when a user actuates a button to change the temperature, for example, this change is indicated on the display, which inherently means that the display data has been changed. Although Applicant argues that the HUD image is prepared in advance, if the image is altered, then new image data has been provided to the display from an image data changing section. Further, paragraph 39 clearly states that if a switch is actuated, the PC (image data changing section) will identify the gauge to be changed and output modified image data.

Applicant argues that Yahara et al., Kolpasky et al., and Ui fail to teach the limitations of claim 30, arguing that Kolpasky and Ui fail to teach that the background image data is changed to another background image. Kolpasky teaches that gauge images (first and third icons) exist on a display, and there is a uniform background image. Kolpasky further teaches that portions of the display between the gauge images can be changed to indicate information to the user (see column 4, lines 52-57). It is therefore clearly taught by Kolpasky that the background image can be modified. It is not stated in the claim that the entire image must be changed, or that only the background image be changed. Therefore, both Kolpasky and Ui separately teach that a background image is changed (in the case of Ui, in conjunction with the main image) to another image. It would be obvious to one of ordinary skill in the art that, in a display in which each portion of the image is separately generated, each portion of the image, including the background, would be able to be independently changed to another image, with the possible changes in display ranging from a minute difference to an entirely separate image.